

# MILWAUKEE COUNTY

## DBE PROGRAM 2015-2017 TRIENNIAL GOAL REPORT FOR FTA-ASSISTED PROJECTS (UPDATED 02/06/2015)



SUBMITTED TO:  
FEDERAL TRANSIT ADMINISTRATION, REGION V  
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## EXECUTIVE SUMMARY

Milwaukee County (County) is required to submit an overall Disadvantaged Business Enterprise (DBE) participation goal to the Federal Transit Administration (FTA) every three years. This triennial report describes the methodology and the process used by the County to establish this goal for transit funding anticipated to be received during Federal Fiscal Years (FFY) 2015-2017. This report has been developed according to the United States of America Code of Federal Regulations Title 49, Part 26 (49CFR Part 26), which mandates the design and implementation of the DBE Program.

The County Executive proposes, and the County Board authorizes, funding of projects through the County's Annual Budget process each November for the following calendar year; e.g., November 2014 for 2015. As the County's triennial report is based upon anticipated projects, the County is submitting this revised goal report to reflect the actual projects that will be undertaken during FFY 2015, along with the anticipated projects for FFY 2016-2017.

These 2015-2017 goals are based on the availability of eligible DBE firms in regard to market availability within Southeastern Wisconsin, input from affected internal and market stakeholders (see Appendix A), and the County's experiences with the DBE Program on transit projects from 2011 to 2013.

As the current Paratransit contracts will end with the close of FFY 2016, this goal report contains separate goals for Paratransit and Procurement contracts/purchase orders. The current Paratransit goal of 7.0% will remain in force until the new contract(s) begin. **The County will begin using the 11.5% Paratransit goal on October 1, 2016.** The overall DBE goal for the County's FTA-funding of Paratransit contracts for FFY 2015-2017 is 8.5%.

The overall DBE goal for the County's FTA-funding of Procurement contracts/purchase orders for FFY 2015-2017 is 5.2%. **The County will begin using the 5.2% Procurement goal on October 1, 2014.**

The following table displays these goals and their race-neutral and race-conscious components that comprise the overall FFY 2015-2017 Triennial Goal of 6.0%.

TABLE 1  
OVERALL DBE GOAL FOR FFY 2015-2017

Types of Projects	Race-Neutral Goal	Race-Conscious Goal	Overall Goal
Paratransit	0% $\$5,550,000 \times 0 = \$0$	8.5% $\$5,550,000 \times 0.085 = \$471,750$	8.5% $\$5,550,000 \times 0.085 = \$471,750$
Procurement	2.2% $\$18,513,890 \times 0.022 = \$407,306$	3.0% $\$18,513,890 \times 0.03 = \$555,417$	5.2% $\$18,513,890 \times 0.052 = \$962,723$
Weighted Totals	1.7% $\$407,306 / \$24,063,890 = 1.7\%$	4.3% $\$1,027,167 / \$24,063,890 = 4.3\%$	6.0% $\$1,434,473 / \$24,063,890 = 6.0\%$

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## PROCESS FOR GOAL SETTING

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The County anticipates expending approximately **8.5%** of the FTA financial assistance with DBE firms on Paratransit contracts, and **5.2%** on Procurement projects for FFY 2015-2017, as detailed in Table 1. With an amount of **\$5,550,000** in expected FTA-funding for Paratransit contracts and **\$18,513,890** anticipated for Procurement projects, **the County's Overall Triennial goal of 6.0% will result in some \$1,434,473 being expended with DBE firms during this three year period.**

In accordance with 49 CFR 26.43, the County does not utilize quotas or set asides to obtain contract participation by DBE firms.

Pursuant to 49 CFR 26.45, the overall goal is based upon the availability of ready, willing and able DBE firms in the market. The market of available firms for the County consists primarily of businesses located in seven southeastern counties within the State of Wisconsin.<sup>1</sup> The County expends the vast majority of its total contracting dollars with firms located in this region. DBE firms and non-DBE firms were used to calculate the baseline availability in the goal setting process.

In compliance with 49 CFR 26.51(a), the County will meet the maximum feasible portion of the overall goals through race-neutral means of facilitating DBE participation. Currently, the County uses the following race-neutral approaches to ensuring DBE participation: (a) encouraging prime contractors to subcontract a portion of their work, which they might otherwise perform with their own forces; (b) providing assistance to prime contractors in contacting prospective DBE firms; (c) facilitating information and communication program on contracting procedures and specific contract opportunities through website postings, electronic notifications to DBEs, and public notice publication; (d) ensuring that distribution of the DBE Directory to contractors/consultants that obtain plans and specifications or request for proposal (RFP) documents and materials; (e) encouraging the formation of joint ventures and consortia; and (f) encouraging DBE firms to act as primes.

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<sup>1</sup> The seven Counties are: Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington and Waukesha.

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## METHODOLOGY USED FOR DETERMINING DBE GOAL

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The County utilized the two-step goal setting methodology detailed in 49 CFR 26.45. This methodology was discussed with stakeholders and detailed in the preliminary goal report.

### IDENTIFICATION OF PROJECTS FOR FFY 2015-2017

The County first identified the anticipated FTA-assisted projects slated for FFY 2015-2017 to determine (1) the type of project where DBE participation was possible and (2) the number of firms in the market, and the DBE qualified firms available in the relevant North American Industry Classification System (NAICS) codes for inclusion in the baseline formula. The County's anticipated spend in FTA dollars is shown in Table 2.

**TABLE 2**  
**ANTICIPATED FTA-FUNDING EXPENDITURES FOR FFY 2015-2017**

FFY	Paratransit	Procurement	Total Contractible Dollars
2015	\$1,850,000	\$9,804,310	\$11,654,310
2016	\$1,850,000	\$4,354,790	\$6,204,790
2017	\$1,850,000	\$4,354,790	\$6,204,790
Total	\$5,550,000	\$18,513,890	\$24,063,890

### SELECTION OF RELEVANT NAICS CODES

The selection of relevant NAICS codes for FFY 2015-2017 projects was based upon the anticipated Paratransit and Procurement projects as defined by Milwaukee County Department of Transportation – Director's Office personnel. Table 3 displays the projects anticipated for this period in FTA dollars only. Actual projects undertaken are dependent upon available funding.



**TABLE 3**  
**ANTICIPATED FTA-ASSISTED PROJECTS 2015-2017**

	<b>Paratransit Projects</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
1	Paratransit Contract	\$1,850,000	\$1,850,000	\$1,850,000
	<b>TOTAL PARATRANSIT PROJECTS</b>	<b>\$1,850,000</b>	<b>\$1,850,000</b>	<b>\$1,850,000</b>
	<b>Procurement Projects</b>			
1	Replace Tire Changers (2)	\$32,000		
2	Replace Pickup Truck for Bus Stop Sign Maintenance	\$48,000		
3	Replace Van for Repairing Bus Shelters	\$36,000		
4	Forklifts (2)	\$44,000		
5	"Bus-in-Box" Software	\$56,000		
6	Replace Laser Printers	\$52,320		
7	Upgrade Infrastructure for VOIP	\$123,200		
8	Replacement Phone Sets	\$34,000		
9	Enhance/Upgrade Voice/Data Systems	\$64,000		
10	Preventative Maintenance, Formula Capital Funds	\$4,354,790	\$4,354,790	\$4,354,790
11	On-Bus Video System	\$4,000,000		
12	Concrete Yard @ FDL Garage	\$960,000		
	<b>TOTAL PROCUREMENT PROJECTS</b>	<b>\$9,804,310</b>	<b>\$4,354,790</b>	<b>\$4,354,790</b>
	<b>TOTAL CONTRACTIBLE DOLLARS</b>	<b>\$11,654,310</b>	<b>\$6,204,790</b>	<b>\$6,204,790</b>

After identification of the projects the relevant NAICS codes were selected for determining the number of ready, willing and able firms to be counted in the baseline calculation.

**TABLE 4**  
**RELEVANT NAICS CODES FOR FTA-ASSISTED PROJECTS**

<b>TYPE OF PROJECT</b>	<b>NAICS CODES</b>	<b>DESCRIPTION</b>
<b>PARATRANSIT</b>		
	485991	Special Needs Transportation
	424720	Petroleum and Petroleum Products Merchant Wholesalers (except Bulk Stations and Terminals)
<b>PROCUREMENT</b>		
	236220	Commercial & Industrial Building
	237310	Highway, Street & Bridge
	238110	Poured Concrete Foundation & Structure
	238130	Framing (Rough Carpentry)
	238140	Masonry

	238150	Glass & Glazing
	238160	Roofing
	238110	Poured Concrete Foundation & Structure
	238190	Other Foundation, Structure & Building Exterior (Demolition)
	238210	Electrical
	238220	Plumbing, Heating and Air Conditioning
	238290	Other Building Equipment
	238310	Drywall & Insulation (Rough Carpentry)
	238320	Painting & Wall Covering
	238330	Flooring
	238350	Finish Carpentry
	238390	Other Building Finishing
	238910	Site Preparation (Excavation)
	238990	All Other Specialty Trade
	325510	Paint & Coating Manufacturing
	325998	All Other Miscellaneous Chemical Product and Preparation Manufacturing
	327320	Ready-Mix Concrete Manufacturing
	332322	Sheet Metal Work Manufacturing
	336211	Motor Vehicle Body Manufacturing
	336390	Other Motor Vehicle Parts Manufacturing
	339999	All Other Miscellaneous Manufacturing
	423110	Automobile and Other Motor Vehicle Merchant Wholesalers
	423120	Motor Vehicle Supplies and New Parts Merchant Wholesalers
	423310	Lumber, Plywood, Millwork & Wood Panel Wholesalers
	423320	Brick, Stone & Related Construction Wholesalers
	423330	Roofing, Siding & Insulation Wholesalers
	423390	Other Construction Materials Wholesalers
	423430	Computer & Computer Peripheral Equipment & Software Merchant Wholesalers
	423610	Electrical Apparatus & Equipment, Wiring & Supplies Wholesalers
	423690	Other Electronic Parts & Equipment Wholesalers
	423710	Hardware Wholesalers
	423720	Plumbing & Heating Equipment & Supplies (Hydronic) Wholesalers
	423730	Warm Air Heating & Air-Conditioning Equipment & Supplies Wholesalers

	423740	Refrigeration Equipment & Supplies Wholesalers
	423810	Construction & Mining Machinery & Equipment Wholesalers
	423830	Industrial Machinery & Equipment Wholesalers
	423840	Industrial Supplies Wholesalers
	423930	Recyclable Material Merchant Wholesalers
	424130	Industrial and Personal Service Paper Merchant Wholesalers
	441310	Automotive Parts and Accessories Stores
	444190	Other Building Material Dealers
	484220	Specialized Freight Trucking, Local (Dump Trucking)
	488410	Motor Vehicle Towing
	532111	Passenger Car Rental
	541310	Architectural
	541330	Engineering
	541512	Computer Systems Design Services
	541611	Administrative Management & General Management
	541613	Marketing Consulting
	541618	Other Management Consulting
	541990	All Other Professional, Scientific & Technical
	561720	Janitorial Services
	561730	Landscaping Services
	562119	Other Waste Collection
	811111	General Automotive Repair
	811118	Other Automotive Mechanical and Electrical Repair and Maintenance

## DATA SOURCES

In accordance with the provisions contained in Section 26.45, Milwaukee County used the best evidence available to determine the number of ready, willing and able ACDBE qualified and unqualified firms.

To obtain the **number of all available firms** the County used Census Bureau data on County Business Patterns. This information was obtained for each of the seven counties in Southeastern Wisconsin, as footnoted on Page 3.

To obtain the number of ready, willing and able ACDBE firms, the County used the Unified Certification Program Directory. The firms meeting the screening criteria described above were selected for inclusion in the baseline formula. The directories of other municipal and government agencies were employed to determine the availability of other small business entities currently qualified as "minority" and/or woman owned businesses in the region that could become ACDBE certified. The County was diligent in its review of these data sets to ensure that no duplicate firms were counted. The result is the total **number of qualified firms**.

The following resources served as the basis for development of the market availability numbers used to calculate the baseline goal numbers. Website information for these sources is listed in Appendix C of this report.

- United States of America Census Bureau Data on County Business Patterns
- Wisconsin Unified Certification Program (UCP) Directory of DBE Firms
- Wisconsin Department of Administration, Division of Enterprise Operations, State Supplier Diversity Business Certification Program Directory
- City of Milwaukee, Office of Small Business Development, Compliance Reporting and Certification System Directory

### STEP-1: CALCULATION OF BASELINE GOAL

The following formula was used to calculate the baseline figure/goal:

$$\frac{\text{Number of ACDBE Qualified firms}}{\text{Number of Qualified \& Non-Qualified firms}} = \text{Baseline Goal}$$

The results of application of this formula described above are displayed in Table 5.

**TABLE 5**  
**CALCULATION OF BASELINE GOAL FOR FTA-ASSISTED PROJECTS**

Firms	Paratransit	Procurement
<b>QUALIFIED FIRMS</b>	9	1000
<b>ALL FIRMS</b>	51	7732
QUALIFIED FIRMS <b>Goal =</b> ----- ALL FIRMS	9 ----- = <b>17.6%</b> 51	1000 ----- = <b>12.9%</b> 7732

### STEP-2: ADJUSTMENT TO BASELINE GOAL

Several factors were investigated in determining whether to adjust the baseline goal. After extensive review, the County decided to utilize only one factor. The level of DBE participation and accomplishment during the past three years (2011-2013) was selected due to its ability to provide quantitative and qualitative data.

Using this quantifiable data set, the effects of recent DBE achievement as an adjustment factor is translated into the following formula:

$$\frac{\text{\# Qualified firms}}{\text{\# Firms Available in Market}} = \text{Baseline Goal} + \text{Adjustment Factor(s)} = \text{Adjusted Goal}$$

Applying this formula, the unweighted average of DBE availability in the market is 17.6% (in Paratransit services). This baseline was added to the average participation figures for DBE firms on Paratransit contracts during the past three year; 5.4%. The sum of these is 23.0%. The average of this figure is **11.5%**.

When applying this formula for procurements, the same process results in a goal of **9.2%**. The average attainment in the procurement arena is 5.4%. The baseline availability of 12.9% was then added to this, totaling 18.3%. This was then divided by two resulting in the aforementioned goal.

**TABLE 6**  
**ADJUSTMENTS OF BASELINE BASED UPON RECENT DBE ACHIEVEMENTS**

<b>Data Sets</b>	<b>Paratransit</b>	<b>Procurement</b>
<b>Market Availability (a)</b>	17.6	12.9
<b>Average of 3-Yr Totals (b)</b>	5.4	5.4
<b>Sum (a + b)</b>	23.0	18.3
SUM	23.0	18.3
<b>Goal = <math>\frac{\text{SUM}}{2}</math></b>	$\frac{23.0}{2} = 11.5\%$	$\frac{18.3}{2} = 9.2\%$

Table 7 below summarizes the County's review of the myriad factors affecting the ability of small businesses to participate on the projects anticipated during the period covered by this goal report. A more detailed summary of some of the material researched in regard to goal setting is included as Appendix C of this report.

After the final draft goal report was completed, the County published the goal report in accordance with 49 CFR 26.45(g)(2) as evidenced in Appendix D of this report. The County also held two public informational meetings regarding this goal report, in addition to sharing a copy of the final draft goal report via email with the various stakeholder groups identified in Appendix A.

There were no comments received regarding the DBE goal, or the methodology utilized in its development. The County continues its commitment to the advancement of small business through its ongoing membership and consistent involvement in the area's ethnic Chambers of Commerce and business support and development organizations.

This amended goal report includes one additional project from the original report submitted August 1, 2014. This project, Concrete Yard at the Fond du Lac Station, is listed on Table 3 as Procurement number 12.

**TABLE 7**  
**GOAL SETTING SUMMARY FOR FTA-ASSISTED PROJECTS**

	<b>Overall Paratransit Goal</b>	<b>Overall Procurement Goal</b>
1. Step-1 Market Availability	17.6%	12.9%
2. Anecdotal Information on Discrimination	Assigning a numerical value to the effects of discrimination is a task beyond the capacity of County staff dedicated to goal setting, therefore this factor was not used to adjust the final goal.	
3. Statistical Disparities	Information presented by the University of Wisconsin - Milwaukee and other sources on the rate of minority- and woman-owned business formation was considered but not incorporated into the adjustment of the final goals due to the difficulty of assigning a numerical value to this data.	
4. DBE Achievements	(DBE capacity as indicated by the last three years <sup>2</sup> of DBE participation was a significant adjustment factor in obtaining the final goal.)	
	<b>5.4%</b>	<b>5.4%</b>
<b>Adjusted Goal Percentages</b> (Average of Market Availability & DBE Achievements)	<b>11.5%</b>	<b>9.2%</b>
5. Weighting	Current Paratransit contracts will end with the close of FFY2016, and the goal calculated in this report will affect only FFY 2017. The current goal of 7% is applicable for two years and is reflected here. Lack of available DBE firms in areas of significant spend has reciprocally negative effects on participation. Historic data evidences that as much as 51% of Procurement dollars are spent in areas in which DBE firms are not operating.	
	<b>-3.0%</b>	<b>-4.0%</b>
<b>Final Adjusted Goal Percentages</b>	<b>8.5% (2015-2017)</b> (7.0% for FFY 2015-2016, and 11.5% for FFY 2017)	<b>5.2%</b>

<sup>2</sup> See Appendix B (DBE Payments for 2011-2013 includes TEAM reporting for Closed Contracts and Open Paratransit Contracts)



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## **DETERMINATION OF RACE-NEUTRAL & RACE-CONSCIOUS COMPONENTS**

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To breakdown the overall goal into the race-neutral and race-conscious components the County relied on its past experience. The percentage of race-neutral and race-conscious overall goal components for FFY 2015-2017, is based on the County's analysis of its DBE achievements for 2011-2013 on FTA projects. The average over-achievement can reasonably be used to determine the race-neutral component of the overall goal. Under-achievement is an indication that the race-conscious portion should constitute a larger component of the overall goal.

Using the rationale described above, the final overall goal was adjusted to show the race-neutral and race-conscious components as displayed in Table 1.

The County adjusts the estimated breakout of race-neutral and race-conscious participation as needed to reflect actual DBE participation in accordance with Section 26.51(f). The County will track and report race-neutral and race-conscious use participation separately. For reporting purposes, race-neutral includes, but is not limited to, the following: participation through prime contract when obtained through customary competitive procurement procedures; participation through a subcontract on a prime contract that does not carry a goal; participation on a contract exceeding a contract goal; and participation through a subcontract from a prime contract that did not consider the firm's status in making the award.

### **BREAKDOWN OF OVERALL GOAL INTO RACE-NEUTRAL & RACE-CONSCIOUS COMPONENTS**

The DBE achievements during 2011-2013 indicate that the median race-neutral attainment is **0%** in Paratransit and **2.2%** in Procurement, as evidenced in Appendix B. For FFY 2015-2017, it is anticipated that the overall race-neutral participation will mirror the successes of recent years. For this reason the race-neutral component of the overall goal for these anticipated projects will reflect the past attainment as stated above. The calculations of the race-neutral and race-conscious components of the overall goal are detailed in Table 1.

The triennial overall goal stated in this report is the County's target for expending federal funds with DBE firms. Local market conditions and individual capacity of DBE firms in specific industry classifications at the time of award may yield differing results. The County will continue to report achievements in accordance with 49 CFR 26.11, and submit additional reporting as necessary to comply with the requirements of 49 CFR 26.47(c).

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## **GOAL IMPLEMENTATION**

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### **CONTRACT GOALS**

Following the direction of 49 CFR 26.51(e)(1) and (2), contract goals will be used to meet any portion of the overall goal the County projects cannot be met through race-neutral participation. The County will assign contract goals only on those projects which have subcontracting possibilities. In accordance with 49 CFR 26.51(e)(4), the County will also ensure that the assignment of contract goals will provide for the participation of all certified DBEs and will not be sub-divided into group specific goals.

The County, in compliance with 49 CFR 26.51(f), will continue to monitor DBE participation and will make necessary adjustments to ensure that the Program is narrowly tailored.

The County expresses all contract goals as a percentage of the total contract amount, i.e., including local and federal funds.

### **GOOD FAITH EFFORTS**

In accordance with 49 CFR 26.53, the County requires a bidder/proposer to submit a Certificate of Good Faith Efforts form, along with supporting documentation, in instances where a participation goal is not met.

In determining whether a bidder/proposer has demonstrated good faith in meeting the goal, the County follows the provisions detailed in 49 CFR 26.53. The County has implemented policy and procedures to provide administrative reconsideration to each bidder/proposer deemed to not have demonstrated good faith in meeting a goal, as detailed in its DBE Program Plan. As part of this administrative reconsideration, the bidder/proposer is afforded an opportunity to provide written documentation and/or verbal argument concerning the issue of whether it met the goal or made adequate good faith effort to do so. This reconsideration is afforded when a bidder/proposer does not concur with the determination of the good faith efforts review.

The administrative review consists of officials who did not participate in the original determination that the bidder/proposer demonstrated less than adequate good faith efforts to meet the goal.

### **COUNTING DBE PARTICIPATION**

The County follows crediting and counting provisions contained in 49 CFR 26.55 to determine DBE participation on all projects on which DBE firms perform as a prime or sub-contractor/consultant.

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## APPENDIX A – DBE GOAL REPORT STAKEHOLDER DIRECTORY

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### **African American Chamber of Commerce**

Dr. Eve Hall, President  
633 W. Wisconsin Ave., Ste. 1001  
Milwaukee, WI 53203  
Phone: (414) 462-9450  
Email: [ehall@aaccmke.org](mailto:ehall@aaccmke.org)

### **American Indian Chamber of Commerce - WI**

Mr. Craig Anderson, President  
10809 W. Lincoln Ave., Ste. 102  
West Allis, WI 53227  
Phone: (414) 604-2044  
Email: [craiga@aiccw.org](mailto:craiga@aiccw.org)

### **Association of General Contractors of Greater Milwaukee**

Mr. Mike Fabishak, Chief Executive Officer  
1243 N. 10<sup>th</sup> St., Ste. 175  
Milwaukee, WI 53205  
Phone: (414) 778-4100  
Email: [mfabishak@agc-gm.org](mailto:mfabishak@agc-gm.org)

### **Ethnically Diverse Business Coalition**

Ms. Carla Cross, Chair  
1815 N. 4<sup>th</sup> St.  
Milwaukee, WI 53212  
Phone: (414) 449-4920  
Email: [ccross@cross-management.com](mailto:ccross@cross-management.com)

### **Glendale Chamber of Commerce**

Mr. Dale Schmidt, Director  
6720 N. Port Washington Rd.  
Glendale, WI 53217  
Phone: (414) 332-0900  
Email: [D.Schmidt@glendale-chamber.com](mailto:D.Schmidt@glendale-chamber.com)

### **Greendale Chamber of Commerce**

Mr. Gregory (Greg) Turay, SC, CPA, President  
5400 S. 60<sup>th</sup> St.  
Greendale, WI 53129  
Phone: (414) 423-3900  
Email: [info@greendalechamber.com](mailto:info@greendalechamber.com)

**Greenfield Chamber of Commerce**

Ms. Judy Baxter, CPA, President  
4818 S. 76<sup>th</sup> St., Ste. 129  
Greenfield, WI 53220  
Phone: (414) 327-8500  
Email: [gcc@thegreenfieldchamber.com](mailto:gcc@thegreenfieldchamber.com)

**Hispanic Chamber of Commerce of Wisconsin**

Mr. Jorge Franco, President  
1021 W. National Ave.  
Milwaukee, WI 53204  
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**Hmong Wisconsin Chamber of Commerce**

Mr. Charles Vang, Executive Director  
3616 W. National Ave., Ste. 99  
Milwaukee, WI 53215  
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**League of United Latin American Citizens of Wisconsin**

Dr. Arturo Martinez, PhD, State Director  
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**Metropolitan Milwaukee Association of Commerce**

Mr. Tim Sheehy, President  
756 N. Milwaukee St., Ste. 400  
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**Metropolitan Milwaukee Association of Commerce - The Business Council**

Ms. Marjorie Rucker, Executive Director  
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**Milwaukee Building and Construction Trade Council**

Mr. Dan Bukiewicz, President  
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Milwaukee, WI 53213  
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**Milwaukee Urban League**

Mr. Ralph Hollmon, President  
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Milwaukee, WI 53212  
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**National Association for the Advancement of Colored People - Milwaukee Branch**

Mr. James Hall, Jr., President  
2745 N. Martin Luther King Dr., Ste. 202  
Milwaukee, WI 53212  
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**National Association of Minority Contractors - Wisconsin Chapter**

Mr. Brian Mitchell, President  
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**South Shore Chamber of Commerce**

Mr. Jerry Kotarak, President  
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**South Suburban Chamber of Commerce**

Ms. Barbara Wesener, CAE, Executive Director  
8580 S Howell Ave  
Oak Creek, WI 53154  
Phone: (414) 768-5845  
Email: [bwesener@southsuburbanchamber.com](mailto:bwesener@southsuburbanchamber.com)

**Wauwatosa Chamber of Commerce**

Ms. Terry Estness, Executive Director  
10437 Innovation Dr.  
Wauwatosa, WI 53226  
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**West Allis/West Milwaukee Chamber of Commerce**

Mr. John Atkinson, Board Chair  
6737 W. Washington St., Ste 2141  
West Allis, WI 53214  
Phone: (414) 302-9901  
Email: [diane@wawmchamber.com](mailto:diane@wawmchamber.com)

**Wisconsin Association of Consulting Engineers**

Ms. Jayne Marpinko, Executive Director  
3 S. Pinckney St., Ste. 800  
Madison, WI 53703  
Phone: (608) 257-9223  
Email: [acecwi@acecwi.org](mailto:acecwi@acecwi.org)

**Wisconsin Women's Business Initiative Corporation (WWBIC)**

Ms. Wendy Baumann, President  
2745 N. Martin Luther King Dr., Ste. 100  
Milwaukee, WI 53212  
Phone: (414) 263-5450  
Email: [info@wwbic.com](mailto:info@wwbic.com)

**Wisconsin Society of Architects (AIA Wisconsin)**

Mr. William (Bill) Babcock, Executive Director  
321 S. Hamilton St.  
Madison, WI 53703  
Phone: (608) 257-8477  
Email: [aiaw@aiaw.org](mailto:aiaw@aiaw.org)

**Wisconsin Transportation Builders Association**

Mr. Patrick (Pat) Goss, Executive Director  
1 S. Pinckney St., Ste 300  
Madison, WI 53703  
Phone: (608) 256-6891  
Email: [pgoss@wtba.org](mailto:pgoss@wtba.org)

**Wisconsin Women Entrepreneurs – Greater Milwaukee, Inc**

Ms. Andrea Zahn, President  
1509 N. Prospect Ave.  
Milwaukee, WI 53202  
Phone: (414) 939-9552  
Email: [info@wwe-gm.org](mailto:info@wwe-gm.org)



## APPENDIX B – NEW CONCESSION ACDBE RECEIPTS FOR 2011 – 2013

	2011	2012	2013	Total
Paratransit*	(* Includes Federal and Local dollars as contracts are still open)			
Payments to DBEs	\$1,0001,885	\$516,385	\$873,098	<b>\$2,391,368</b>
• Race-Neutral	\$0	\$0	\$0	<b>\$0</b>
• Race-Conscious	\$1,0001,885	\$516,385	\$873,098	<b>\$2,391,368</b>
Total Contract Payments	\$19,156,257	\$12,593,591	\$12,450,285	<b>\$44,200,133</b>
DBE Goal	7.0%	7.0%	7.0%	<b>7.0%</b>
% DBE Achievement	5.2%	4.1%	7.0%	<b>5.4%</b>
• Race-Neutral	0%	0%	0%	<b>0%</b>
• Race-Conscious	5.2%	4.1%	7.0%	<b>5.4%</b>
% Difference	<b>-1.8%</b>	<b>-2.9%</b>	0%	<b>-1.6%</b>
Procurement Contracts				
Payments to DBEs	\$54,149	\$223,259	\$45,794	<b>\$323,202</b>
• Race-Neutral	\$27,114	\$210,059	\$45,794	<b>\$282,967</b>
• Race-Conscious	\$27,035	\$13,200	\$0	<b>\$40,235</b>
Total Contract Payments	\$1,983,838	\$1,839,674	\$2,123,487	<b>\$5,946,999</b>
DBE Goal	11.5%	11.5%	11.5%	<b>11.5%</b>
% DBE Achievement	2.7%	12.1%	2.2%	<b>5.4%</b>
• Race-Neutral	1.4%	11.4%	2.2%	<b>4.8%</b>
• Race-Conscious	1.4%	0.7%	0%	<b>0.7%</b>
% Difference	<b>-8.8%</b>	0.6%	<b>-9.3%</b>	<b>-6.1%</b>

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## APPENDIX C – MARKET AVAILABILITY DATA SOURCES

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- United States of America Census Bureau Data on County Business Patterns  
<http://www.census.gov/econ/cbp/>
- Wisconsin Unified Certification Program (UCP) Directory of DBE Firms  
<https://app.mylcm.com/wisdot/Reports/WisDotUCPDirectory.aspx>
- Wisconsin Department of Administration, Division of Enterprise Operations, State Supplier Diversity Business Certification Program Directory  
<http://wisdp.wi.gov/search.aspx>
- City of Milwaukee, Office of Small Business Development, Compliance Reporting and Certification System Directory  
<https://milwaukee.diversitycompliance.com/FrontEnd/VendorSearchPublic.asp?TN=milwaukee&XID=5625>

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## **APPENDIX D – PROOF OF DBE GOAL REPORT PUBLICATION AND CONSULTATION OUTREACH**

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# Spanish Journal

P.O. BOX 1634  
Milwaukee, WI 53201-1634  
www.spanishjournal.com

## Invoice

Date	Invoice #
6/27/2014	36157

PD 104 190058

M 690123

### Bill To

Community Business Development  
Partners City Campus  
2711 W. Wells St. Ste. #830  
Milwaukee, WI 53208  
Attn: Lamont Robinson

P.O. No.	Terms
08	Office

Quantity	Description	Rate	Amount
	"Public Notice" ran once in the Spanish Journal. 1/4 page @ 336 lines. Open rate: \$1.30 per line.  Insertion date: 06-25-14	436.80	436.80
Muchas Gracias from the Spanish Journal credit card accepted		Total	\$436.80

Spanish Journal

P.O. BOX 1634

Milwaukee, WI 53201-1634

www.spanishjournal.com



*Milwaukee County Disadvantaged Business Enterprise (DBE) Goals for United States Department of Transportation (USDOT) Federal Transit Administration (FTA) Assisted Projects Federal Fiscal Years 2015-2017*

## **PUBLIC NOTICE**

In accordance with USDOT Regulations, Milwaukee County has established goals for participation by certified DBE firms on the County's federally assisted transit projects anticipated for Federal Fiscal Years 2015-2017.

The County anticipates receiving \$23,103,890 in federal financial assistance from the FTA over this three (3) year period. Of this amount, \$5,550,000 is slated for expenditures related to Paratransit activities, and \$17,553,890 is anticipated for expenditures related to procurement of equipment and supplies.

The County has set the following preliminary goals for DBE participation:

- Paratransit Services: 8.5% of funds anticipated for professional services
- Procurement Activity: 4.8% of funds anticipated for procurement of equipment and supplies

**The overall DBE goal for all FTA assisted contracts is 5.7%.**

These are overall DBE goals, and will be filed with FTA on August 1, 2014. If, and/or when, opportunities arise, goals may be modified accordingly per 49 CFR Part 26.

**Public information meetings for interested parties and members of the public will be conducted as follows:**

**Date:** Wednesday July 9, 2014

**Time:** 1:30-3:30 PM

**Place:** Wilson Park Senior Center  
2601 West Howard Avenue  
Milwaukee, WI

**Date:** Friday July 11, 2014

**Time:** 8:30-10:30 PM

**Place:** Washington Park Senior Center  
4420 West Vliet Street  
Milwaukee, WI

A hardcopy of the FTA FFY 2015-2017 DBE Goal Report is available for viewing at the following address Monday – Friday, 8:00AM – 4:30PM:

**Community Business Development Partners**

**City Campus, Suite 830**

**2711 West Wells Street**

**Milwaukee, Wisconsin 53208**

**414/278-4747**

**[CBDP@milwaukeecountywi.gov](mailto:CBDP@milwaukeecountywi.gov)**

Lan



MILWAUKEE COURIER  
P.O. BOX 06279  
MILWAUKEE, WI 53206

Phone: (414) 449-4860

Fax: (414) 906-5383

Date: 06/28/14

Invoice No: 06280714

Milwaukee County  
2711 W. Wells St.  
Milwaukee, WI 53208

Remarks: Milwaukee County DBE Ad

Terms Due On Receipt

Rep

Description	Ordered	Inches	PCI	Total Cost
Classified Advertising 06/28/14	1 week	31.95 in	17.50	\$559.12

All Bills Are Payable As Soon  
As Service is Rendered.

1% Monthly Service Charge On  
Accounts After 30 Days.

Please Return Photo Copy With  
Payment or Include Invoice  
Number on Check.

Please Return Your Payment To  
P.O. Address Above.

Thank You Very Much For Your  
Business.

Net To Pay: \$559.12



**Milwaukee County Disadvantaged Business Enterprise (DBE) Goals for  
United States Department of Transportation (USDOT) Federal Transit  
Administration (FTA) Assisted Projects Federal Fiscal Years 2015-2017**

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